

ABSTRACT

A laminate structure or label for mounting on a surface of a tire, for example, a label or RFID tag label, includes a face stock layer of a material permeable to the migratory oils and waxes present in tire rubber. The permeable material allows the oils and waxes to pass through the face stock and prevents their build up between the face stock and the adhesive layer, improving the adherence and durability of adherence of the laminate structure to tire rubber.